

### **REMARKS**

This Amendment and Response is in reply to the Office Action of January 4, 2007. A two (2) month Petition for Extension of Time is filed concurrently herewith. Therefore, the time period for reply extends up to and includes June 4, 2007. Applicant wishes to thank the Examiner for her careful review and consideration of the present application.

#### **Objection to the Drawings**

The Examiner objected to the drawings because they did not show the hollow transparent interior being of a shape corresponding to the outer periphery of the spot. In response to this objection Applicants have cancelled claim 3, since claim 3 recites the subject matter of the objection. In view of such cancellation, Applicants request that the objection to the drawings be withdrawn.

#### **Amendment to the Specification**

The Examiner stated that the Title was not descriptive. In response, Applicants have amended the title to "A Display Device for Use in an Illuminated Display System." Applicants submit that this title is descriptive of the present invention.

#### **Claim Rejections Under 35 USC § 112**

The Examiner rejected claims 6, 15 and 17 under 35 U.S.C. § 112 as being indefinite. With regard to claim 6, the Examiner stated that it is not clear if the spots are light colored or white. With regard to claims 15 and 17, the Examiner stated that the meaning of "in sue" is not clear. Applicants traverse these rejections in view of the above amendments and the following comments.

Applicants have amended claim 6 to delete the reference to white. In addition, applicants have added new claims 19 and 20, depending from claim 6 to recite spots that are white and yellow, respectively. Applicants submit that claims 6, 19 and 20 are definite.

Regarding claims 15 and 17, "in sue" was a typographical error. Applicants have amended claims 15 and 17 to change "in sue" to "in use."

In view of the foregoing, Applicants request the Examiner's reconsideration and withdrawal of the § 112 rejections.

It is noted that the amendments described in this section were not made to overcome an art based rejection. Accordingly, such amendments should not be construed in a limiting manner.

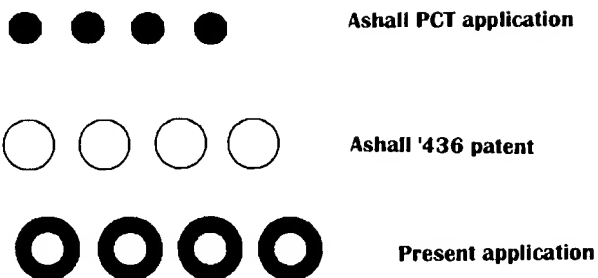
### **Claim Rejections Under 35 USC § 102**

The Examiner rejected claims 1, 2 and 6-18 under 35 U.S.C. § 102(b) as being anticipated by U.S. Patent No. 5,390, 436 (Ashall). Applicants respectfully traverse the rejections in view of the following comments.

Claim 1 of the present application recites "a matrix of spots each having a hollow transparent interior." By contrast, Ashall does not disclose a matrix of spots each having a hollow interior. In Ashall, the spots are solid and not hollow. The solid spots can be seen from Figure 1 of the Ashall PCT application (Publication No. WO92/05535) partially reproduced on the first line of the illustration below. The black dots represent solid spots, not hollow ones. For the U.S. Ashall '436 patent, the dot matrix from Figure 1 of the patent is shown on the second line of the illustration below. In the '436 patent, the spots are shown as white circles but they represent solid spots, not hollow ones. As evidence that these spots are solid, Ashall discloses that dots may be opaque or translucent, but neither the Ashall '436 patent nor the Ashall PCT application disclose that the dot matrix is composed of spots with a hollow transparent interior.

By contrast, the dot matrix of the present application, shown on the third line of the illustration below, clearly shows the hollow interior of the spots. Furthermore, spots with a hollow interior provide an important functional feature. As disclosed in the specification of the present application, spots with a hollow interior provide a significantly increased linear edge for refraction of light, resulting in enhanced performance of the system. Therefore, it is submitted

that Ashall does not disclose and/or teach all of the elements of claim 1 of the present application.



In addition, since claims 2 and 6-18 either depend directly or indirectly from claim 1, it is submitted that Ashall does not disclose all the elements of claims 2 and 6-18 of the present application.

In view of the foregoing, Applicants request the Examiner's reconsideration and withdrawal of the rejection.

### **Claim Rejections Under 35 USC § 103**

The Examiner next rejected claims 3-5 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 5,390, 436 (Ashall). Applicants respectfully traverse the rejections.

As submitted above, Ashall does not disclose all the limitations of claim 1 of the present application. Since claims 4-5 depend from claim 1, it is submitted that claims 4-5 also recite patentable subject matter. In addition, claim 3 has been cancelled. Applicants do not otherwise concede the appropriateness of the rejection and reserve the right to make additional arguments as may be necessary.

In view of the foregoing, Applicants request the Examiner's reconsideration and withdrawal of the rejection.

**Conclusion**

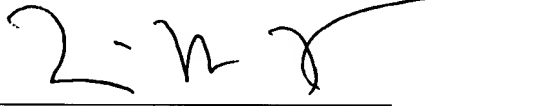
In view of the above amendments and remarks, Applicants respectfully request a Notice of Allowance. If the Examiner believes a telephone conference would advance the prosecution of this application, the Examiner is invited to telephone the undersigned at the below-listed telephone number.

Respectfully submitted,

MERCHANT & GOULD P.C.

P.O. Box 2903  
Minneapolis, Minnesota 55402-0903  
(612) 332-5300

Dated: 4 June 2007

By   
Brian H. Batzli  
Reg. No. 32,960

BHB/BR